

# BIOGRAPHY

## Todd Lawrence

### **Vice President, Loyalty & Aftersales**

Todd Lawrence is Vice President, Loyalty & Aftersales for Subaru of America, Inc. (SOA). In his role, Lawrence is responsible for customer loyalty initiatives, leading parts and accessory supply chain and logistics operations, overseeing the aftersales parts and service business, and directing accessory product strategy and development.

Prior to being promoted to Vice President in 2026, Lawrence served as SOA's Director of Product Management and previously held field leadership roles, including Zone Director – Minneapolis, and Associate Zone Director – Philadelphia. Since joining SOA in 1999, Lawrence has advanced through field leadership roles nationwide and held several positions at SOA headquarters, including Field Operations Manager, Promotions & Sponsorships Manager, Field Marketing Manager, and Auto Shows & Events Manager.

Lawrence holds an MBA from Penn State University and a bachelor's degree from Purdue University. He is an avid Philadelphia sports fan and lives with his wife, children and two rescue dogs in Pennsylvania.

